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Report Highlights:

The ATO Taipei monthly newsletter provides a quick glance of post and cooperators' consolidated activities as well as several short topical articles. Featured articles for this edition are: 1) Organics Update, 2) Agriculture Appreciation Dinner, 3) "Wood" you believe it?, 4) Healthy Whole Wheat Blueberry Bread, 5) Formosa Television, 6) ATO Intern Profile, 7) Northwest Wine Promotional Tour, and 8) 2009 Award Winners

General Information:

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U.S. FOOD TAIWAN

ATO Speaks by Keith Schneller

EVENT CALENDAR:

Mar 22-28

ATO/Sysco Buyer Mission to
Seattle, WA and Boise, ID

Mar 26-29

Taipei Baking Show
& USA Pavilion
Taipei International Bakery Show
Coming Soon!

Location:
World Trade Center
Building, Taipei

US Pavilion Exhibitors:
The Almond Board of California
US Highbush Blueberry Council,
The China Grain Products Re-
search and Development Institute
Kaohsiung Hospitality College,
The U.S. Grains Council
The U.S. Wheat Association

Highlight:
The Healthy Baking Competition
will require bakers to use Califor-
nia raisins in their bread.
Two winners will be selected and
sponsored by the Raisin Adminis-
trative Committee to visit The
Culinary Institute of America.

The Demonstration Area will be found in
the Healthy Baking Pavilion.

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My how time flies! After coordinating a series of Northwest food and wine promotion activities including our AIT/Agricultural Section's Appreciation Night, ATO staff are forging ahead preparing for the upcoming Taipei Bakery Show, launch of the 2009 "5-7-9" program, and Taipei International Food Show in June. The ATO hopes to coordinate promotion activities with trade delegations from WUSATA and SUSTA before and during the Food Show which will feature another well equipped USA kitchen.

We were also delighted to have Ms. June Shin from AIT's Consular Section join our office recently for a two-month long out-rotation. June did a fantastic job coordinating all of the many activities that took place at our "Symphony of Great American Wine and Chinese Cuisine" dinner for 300+ key contacts. We were so impressed that AIT Director Young went around to toast all 31 tables – the "cotton" table, the "wheat" table, the "beef" table, the "WA apple" table, etc... June also provided great support for the series of Northwest wine promotion activities.

We were also happy about the arrival of our latest FAS intern, Shane Dicks, who arrived along with the Oregon delegation before we launched the wine promotions. Shane's father is a professor at Oklahoma State University and is a famous Agricultural Economist well known to many of our FAS colleagues. He brings lots of energy and curiosity to the ATO. He will be working to update/upgrade our website in coming weeks. Please see Shane's introductory article on page 4.

Amy Hsueh is currently accompanying a team of Taiwan food buyers to a Sysco Food Service Trade Show in Seattle and will also visit Boise, ID. If the FAS budget is freed in near future, Cleo Fu will also finalize plans to accompany a delegation to the National Restaurant Show in Chicago in May. Katherine Lee, who did an outstanding job coordinating the recent Northwest wine promotion series, is also planning on accompanying a small group of importers to participate in a Northwest Wine Coalition Fair in WA/OR in May as well.

Finally, I would like to report that USDA Secretary Tom Vilsack recently announced that Michael Michener will soon take over as the Administrator of the Foreign Agricultural Service. Michael is originally from Iowa and has served in three U.S. foreign affairs agencies in the past 10 years. He has spent considerable time overseas promoting post-conflict stability operations, economic development and human rights. Most recently, he served as the Senior Democracy and Governance Advisor and Lead Planning Officer for the U.S. State Department's Office of the Coordinator for Reconstruction and Stabilization. From 2005 to 2007, he served as the lead Iraq policy officer for the State Department's Bureau of Democracy, Human Rights and Labor, managing nearly \$400 million in assistance programs promoting democracy and human rights in that country. He also has experience working with the United States Agency for International Development (USAID) in Kosovo, Montenegro, and Bosnia and Herzegovina. We welcome Mr. Michener to our FAS family and look forward to his leadership in the coming months/years!



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U.S. EXPORTS OF CONSUMER ORIENTED PRODUCTS TO TAIWAN

Year	\$100,000
2004	489
2005	630
2006	647
2007	671
2008	794*

U.S. EXPORTS OF WINE AND BEER TO TAIWAN

Year	\$100,000
2004	23
2005	23
2006	19
2007	20
2008	18

* Denotes highest level
since CY1970

Source: U.S. Census Data/Global
Trade Atlas



TAIWAN SAYS OK TO U.S. ORGANICS! BY KATHERINE LEE

Taiwan Council of Agriculture Announces Official Recognition of USDA's National Organic Program which will allow U.S. Organic Foods to return to the Taiwan Market

The Agriculture and Food Agency (AFA) of the Council of Agriculture (COA) announced on Wednesday, March 18, 2009, that the U.S. Department of Agriculture's (USDA) National Organic Program (NOP) has officially been recognized by the COA as equivalent to Taiwan's new organic standards. This announcement will allow U.S. organic food products to resume shipments into the Taiwan market. Please note the following points:

- According to the AFA's in-transition arrangement, organic food products manufactured before January 31, 2009 are exempt from the new labeling requirements until July 31 2009.
- The ATO and USDA's Agricultural Marketing Service responsible for the NOP will work together on the step-two export arrangement by creating a standard USDA TM-11 export certificate form for Taiwan that will allow US exporters to provide necessary information required by the COA. Upon receipt and approval of the TM-11 form by the COA for each shipment, the local importers will be able to generate a serial number which will need to be included on the Chinese label for each product on a batch basis. More details regarding timing, import documentation procedures and the contents of the TM-11 will be provided by this office in near future.
- Please refer to the step-two registration guidance provided by the COA's AFA:
http://www.afa.gov.tw/safetyAgriculture_index.asp?CatID=240
- Please note the list of importers who have already applied for the import approval/serial number for European organic products:
<http://organic.afa.gov.tw/InOrganic/QueryApplyList>

AGRICULTURE APPRECIATION DINNER BY JUNE SHIN

With over 300 guests present at the 2009 AIT Agriculture Appreciation Dinner, the National Palace Museum's Silks Palace Banquet Hall was a buzz with conversation, laughter, and the clinking of wine glasses. MCs Eddie Yen, Director and Official Representative of the Idaho-Asia Trade Office, and Jessie Lin, Official Representative of the Oregon Trade Office, kicked off the evening by welcoming all the guests who came from both near and far. Some of the guests who traveled the farthest were the members of the Northwest Wine Coalition delegation who traveled to Taiwan from their homes in Washington and Oregon State. The president of the coalition, Howard Rossbach, gave brief remarks on behalf of the delegation, expressing his thanks for the warm welcome they had received. AIT Director Stephen Young also addressed the crowd, recognizing Taiwan as the world's 6th largest market for U.S. agricultural products. He thanked the Taiwan food industry for their continued confidence in the quality of U.S. food & beverage products.

The night was filled with good food prepared by Silks Palace, unique Washington, Oregon and Idaho wines, provided by the Northwest

Wine Coalition and the Idaho Trade Office, and wonderful music, played by the Taipei American School Pallomusik Quartet and well-known cellist Fan Tsung Pei and friends. The grand lucky draw prize was a round trip ticket to the U.S. on Northwest Airlines. Director Young especially enjoyed the event and made it around to give a warm toast to all 31 tables. Our guests really appreciated his special attention! The evening truly turned out to be a symphony of flavors, old and new friends, and fun.



"WOOD" YOU BELIEVE IT? BY CLEO FU

Taiwan authorities recently announced an increase from 5% to 30% of green building materials to be used in the construction of public buildings. It is anticipated that the new regulations, along with the fire codes



passed in October 2008, will boost the wood trade, especially for softwood and treated lumber categories. According to the Global Trade Atlas, the amount of U.S. softwood and treated lumber exported to Taiwan in 2008 set a new record of \$24.7 million USD, a 25% boost from the previous year. With the implementation of the new wood fire codes, the lumber industry expects that more and more commercial designs will adopt glued laminated timber, which will benefit the overall U.S. wood industry by increasing exports to Taiwan. The above picture is a monastery located in Nantou being built with glued-laminated timber.

HEALTHY WHOLE WHEAT BLUEBERRY BREAD BY ANGELIQUE SU

Angelique Su, ATO Administrative Specialist, coordinated a "Whole Wheat Blueberry Healthy Bread" panel discussion on the February 23rd episode of Joyce Hung's morning lifestyle program "快樂生活王." Panelists included Ronald Lu, Director of U.S. Wheat Associates in Taipei; Millie Hsia, Representative of the U.S. High Bush Blue Berry; Mr. Kuen-ho Shih, Chief of Baking at the China Grain Products Research & Development Institute (CGPRDI), and Keith Schneller, ATO Director. Ronald Lu indicated that whole wheat features a host of important nutrients and is a very good source of dietary fiber and magnesium. Dietary fiber plays an important role in the prevention of cancer and can also reduce the risk of certain types of diseases such as diabetes, obesity and heart disease. Keith explained that blueberries are among the fruits with the highest levels of antioxidants, dietary fiber, and vitamins E, A and C. Blueberries have also been noted for their anti-aging and anti-inflammatory effects and may also help prevent cancer and Alzheimer's disease. Blueberries also helps lower LDL cholesterol, reduce the risk of urinary tract infection and improve eye vision. The panelists especially enjoyed the freshly baked samples!! Stay tuned for more American food products featured on CTV in the future!

FORMOSA TELEVISION BY ANGELIQUE SU

On Monday, March 2nd, ATO and AIT Public Affairs Staff met with Wan-ling Hu, managing director of the News Department of Formosa Television. Ms. Hu, producer and anchor of the Formosa TV program "Taiwan Yanyi" (台灣演義), showed strong interest in inviting AIT Director Stephen Young to appear on the Formosa TV program. Different ideas were discussed on future cooperation opportunities such as promoting U.S. beef on the "MeiFeng you yue" show (美鳳有約). This cooking show is hosted by television celebrity, Mei-feng Chen (陳美鳳), and is broadcast on Formosa Television Monday through Friday at 12:30 p.m.

The ATO hopes to develop a strong relationship with different media outlets in order to more effectively educate the Taiwan public about U.S. agricultural products. ATO Taipei is working hard to develop relationships with media representatives with the goal of gaining more "positive" media support and coverage of healthy American food and beverage products.

UPCOMING AGR/FOOD SHOWS!

MARCH 23-26

Taipei

Taipei International Bakery Show

MAY 3-6

Hongkong

HOFEX Food and Hotel Show

MAY 16-19

Chicago

National Restaurant Association Show

MAY 19-21

Shanghai

SLAL China 2009

JUNE 23-26

Taipei

Taipei International Food Show

To have your activities included on ATO's newsletter and on ATO's website (www.usfoodtaiwan.org), add them to the Yahoo! Group Calendar!!

ATO INTERN PROFILE



Shane is the new International Intern at

seems like a very well run office, and everyone has certainly been very friendly and helpful."